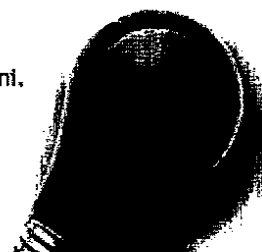




Reduced carcinogens. Premium taste.

Benefits**CEO Bennett LeBow's Letter****FAQs****Taste Test Results****Comparison Chart****List of Ingredients****Ad Campaign****Electronic Postcard****Benefits****Discover the
3 major benefits of Omni.**

1. Omni has significantly reduced those carcinogens that are the major causes of lung cancer in smokers. Compared to any other cigarette currently on the market, Omni delivers less carcinogens to the smoker. While Omni has not been proven to reduce the health risks of smoking, Omni's reduced carcinogen levels are a logical and important first step. If you smoke, Omni is clearly the best alternative.
2. Omni delivers a premium taste. In taste tests, Omni was found to taste as good as, if not better than, the leading national brand.
3. Omni smokes and burns just like any other premium cigarette. You won't have to adjust the way you smoke (i.e., the way you hold a cigarette, the way you puff, the way you exhale).

FAQs

Get answers to frequently asked questions about Omni cigarettes.

[Read more.](#)

Special Offers

Want to be eligible for our special offers?

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Electronic Postcard

Take a minute to send a postcard to smokers you care about.

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.